

# Migraine Action

## Summary of Annual Report and Financial Statements

### 2009 - 2010



**Migraine Action was founded in 1958 as the British Migraine Association by the late Peter Wilson MBE.**

#### Objectives and activities

**Mission Statement:** “to relieve the burden of headache by facilitating informed awareness and encouraging research”.

Objectives include:

- The provision of understanding, reassurance and information to migraineurs, their families and friends;
- Raising general awareness of the condition;
- The support of specialist clinics;
- Research and investigation into migraine, its causes, diagnosis, prevention and treatment;
- Facilitating the exchange of information relating to migraine.

#### Statement of public benefit

Migraine Action seeks to represent the views of headache sufferers at all levels to make sure that the patient voice is heard. The commitment to supporting the individual with migraine remains at the core of its work. In addition, the organisation provides a bridge between patients and health professionals, health service providers and decision makers. Having had regard to the Charity Commission guidance on public benefit, the trustees believe Migraine Action’s charitable purpose falls within the 12 categories of the Charities Act 2006, in particular operating for ‘The advancement of health or the saving of lives’.

#### Review of achievements and performance for the year

2009 - 2010 has been a very fulfilling year having completed year two of our five year strategic plan, building on the activities which restructured the charity in 2008 - 2009. The charity has been more outward facing this year with launches of major initiatives like the Young Migraineurs Campaign and an extended outreach programme. The Young Migraineurs Campaign was launched in September 2009 after 12 months intensive work establishing the need, developing a strategic steering group of mixed professionals and parents, and production of an array of resources including three websites for children of different ages. This is a unique service in the UK and we have had a tremendous amount of support from children, parents and health professionals with an interest in this area.

Two pilot schemes have also been instigated: meeting members in the workplace and working within existing events to drive awareness of migraine and the Association’s services for hard to reach sufferers,

especially those whose English language is limited. This has been especially useful as we have been able to utilise the staff language skills and provide advice in a variety of languages.

We believe that in both areas Migraine Action can make a significant contribution to the lives of migraineurs and both pilot schemes are now being assessed and will be a part of the ongoing activity in 2010 - 2011.

The only area that has been less than successful has been our fundraising activity, which has provided a real challenge in the financially stricken times of the past 12 months.

A major new strategy of working in collective umbrella groups with other like-minded not for profit organisations, which have similar objectives in the health sector, has been very successful. Migraine Action is a partner of:

- The Schools Health Consortium involving over 30 charities concerned with health provision in schools;
- The Patients Association coalition of over 18 charities devoted to improving NHS care for people with long term health conditions;
- Spectrum, the coalition of charities devoted to light sensitive conditions;
- A pilot partnership with Spectrum and an NHS PCT to try to create a friendly environment for anyone with light sensitivity, who works or visits NHS facilities in a major general hospital.

Further infrastructure improvements have also been implemented with the integration of a new membership database called ‘Subscriber’ in March - April 2009. This has vastly improved the efficient working of the administrative function of the charity, and provides a secure site for all data which drives the organisation.

The membership of the committee of trustees changed with the resignation of Ms Beverley Priest in July 2009 who had been a trustee for more than seven years. Three new trustees’ appointments were ratified at the 2009 AGM: Mr Michael Albinson, Mrs Jenny Hennah and Mrs Heather Lally.

#### Accessing Migraine Action services: providing information and support to anyone affected by migraine and other headache disorders

The Association believes that well-informed patients are more likely to manage their condition effectively and use healthcare services and resources appropriately and cost effectively.

There has been a steady increase in the usage of our services by members and non members:

Activity	2010	2009	2008	2010 as % of 2009
Telephone helpline calls	6,597	5,856	2,860	112%
Email traffic	6,943	6,959	5,820	-
Postal enquiries	1,136	908	490	125%
Adult's website visits per month	48,558	42,000	36,000	111%
Children's website visits per month	4,420	1,900	1,800	232%

This year the Association has tried to extend its reach by launching MA pages onto social networking sites, such as Facebook and Twitter to augment our more traditional communication routes. Our Facebook page was set up in June 2009 and we now have 627 fans. Our Twitter page was set up in February 2010 and we anticipate a steady growth.

Migraine Action will be monitoring the interest on these new networking sites to see if this is a viable way in which to communicate with younger generations of migraineurs who might not otherwise have accessed our services.

### 'Challenging Migraine'

The newsletter has gone from strength to strength with improvements to each issue as recommended by the membership. It has increased to 16 pages and each issue now has a four page pull out and keep supplement. It continues to be the most popular source of information for members.

*'I love to receive my newsletter and hearing it drop through the letterbox is like the arrival of an old friend.'*

**C Hanna**

### Website communications

The Association now has four websites: three for the Young Migraineurs Campaign and the main home website [www.migraine.org.uk](http://www.migraine.org.uk). All websites for children are free and the home website offers free access to 25% of the site information. The remainder is accessed by membership login only. Website pages viewed have also increased exponentially year on year with 582,701 web pages accessed this year. This is partly because new features such as the polls and surveys, and rolling news alerts have encouraged site visitors to engage with the content and keep coming back for the latest news and information.

*'Thank you so much for all your help. I think that Migraine Action is a great and much-needed support organisation for migraine sufferers and you do a wonderful job - your website is one of my favourites.'*

**Deborah McGhie**

*'I'm very impressed with your new (to me) website. It's much more user friendly, attractive and has lots of interesting content. Well done!'*

**Margaret Edwards**

### Migraine in young people

The Association is concerned that although statistics show that migraine affects around 10% of children, very little information is available for young people, parents, teachers and others working with children.

### Young Migraineurs Campaign

A steering group was convened to discuss protection policy, research, design and format for websites, information needs and future literature content. The group meets twice a year to review progress and develop the ongoing strategy for this campaign.

The Young Migraineurs Campaign was launched in September 2009 with three new websites for differing age groups: 8 - 10 years, 11 - 13 years and 14 - 17 years.

A comprehensive 17 piece information and resources pack was initially produced and additions have been created as feedback identifies new materials required. The pack includes:

- A booklet for parents, each child's age group, teachers' pack and school nurses' pack. Children's resource materials include a diary,

migraine action plan, chatterbox game, ACTION! card and information sheet.

- A teaching slide presentation for school nurses to create better awareness of migraine for teachers and parents has also been produced.

At the request of teachers and young migraineurs other resources have developed since the launch of the pack and this is ongoing.

*'I feel like I am banging my head against the wall in trying to get his school to understand this condition and am at the end of my tether. The information on your website really helps and I am going to use it to try and make the school better understand his condition.'* Sue Selby

*'I can tell you that your new website for 8 year olds has been priceless for my son to help to come to terms with his condition. Please let me know if there is anything I can do to help support this.'* Joanne Dique

### Promoting education at all levels to disseminate the latest developments and best practice on the management of migraine

An outreach programme of 9 patient education days around the UK was implemented to take Migraine Action into the regions. They attracted both members and non members, and have shown steady increases in attendance levels.

Patient meeting evaluation and analysis based on delegate feedback included comments like:

*'Thoroughly enjoyed the day, learned so much - would advise others to attend.'*

*'Super day - I now know how to move forward.'*

*'It was a very useful day - sharing with other sufferers was also really helpful.'*

**The Annual General Meeting**, held in London on 26<sup>th</sup> September 2009, was attended by 42 members and friends.

Key note speakers included:

- Dr Andy Dowson, Chairman of the Medical Advisory Board - Latest developments in migraine research and new treatments;
- Dr Nicholas Silver, Consultant Neurologist - Different headaches and medication overuse.

### Raising awareness of the condition, its impact on the quality of the lives of sufferers and on society and the economy

Migraine remains widely misunderstood, under-diagnosed and often inappropriately treated. The Association is committed to raising general awareness of the condition and is a recognised and respected source of information at all levels nationwide.

MA has attended many exhibitions this year to help raise awareness of the charity's work to both health professionals and the lay public.

### Hard to reach sufferers

As part of our pilot programme to raise awareness of migraine in hard to reach sufferer groups, we have attended five events where the audience has been those with English as a second language and the language skills of the office staff have been utilised to offer consultations.

### Migraine in the workplace

Migraine in the workplace has continued to be a key area of interest for migraineurs and with the recent credit crunch and pressure on employment, many members have sought help via the helpline regarding their employment rights. A series of migraine in the workplace seminars have been conducted to encourage more understanding of the condition and to promote appropriate action by employers to ensure the workplace is as 'migraine friendly' as possible.

### Migraine Awareness Week

Our annual national awareness week, w/c 6<sup>th</sup> September 2009, centred on a campaign launching the young migraineurs resources and highlighting how often migraine is overlooked in the under 18 year olds.



## Migraine Heroes Healthcare Awards

Migraine Heroes Healthcare Awards was successful again this year providing the launch for Migraine Awareness Week. The event was very enjoyable with positive feedback, and supported by educational grants from GSK and Megaman.

## Public awareness campaigns

A series of public awareness campaigns via the media has been devised to support our ongoing project activities and to generate good relationships with key media outlets. This is especially important to reach non-member audiences and to showcase the expertise and experience Migraine Action can bring to migraine related issues.

This campaign has gathered momentum throughout the year and created a sense among the media that Migraine Action is now a 'go to' source for migraine information. A scheme to generate a bank of media volunteers to provide personal case histories has been very successful, with 40 new 'media volunteers', 25 of whom have been used in media features to date.

April 2009 – March 2010

- Press releases distributed: **27**
- Calls from media: **116**
- New medical research comment: **14**
- Radio interviews: **21**
- Syndicated radio interviews: **51**
- Television outlets: **3**
- National press coverage: **39**
- Regional press coverage: **54**
- Health professional press: **9**

## Encouraging and supporting research

The Association was active in supporting research, including collaboration with a variety of partners or sponsors looking for volunteers from the membership for medical studies and clinical trials.

## Ensuring that all migraine and headache patients have access to effective treatment and care at the appropriate level

The Medical Advisory Board (MAB) continues to advise the executive team on all key issues, in particular the understanding of current clinical research and its application in clinical practice for all migraineurs.

Some migraineurs require referral to secondary care and the organisation is committed to the encouragement and maintenance of specialist headache clinics throughout the UK. A scheme offering core funding for 3 - 4 headache clinics to fund migraine specialist staff has been approved by the trustees and instigated using legacy monies received this year. A grant was paid to the specialist clinic at Derriford Hospital in Plymouth for the continuing support of a neuropharmacist to the headache clinic and approvals have been given for grants to the Walton Centre in Liverpool for the development of a database of symptoms associated with migraine. We are encouraging applications from other clinics around the UK.

## Independent examiner's report to the trustees of Migraine Action



My examination was carried out in accordance with the General Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.

## Independent examiner's statement

In connection with my examination, no matter has come to my attention:

## Developing good working relationships with a wide variety of partners with similar aims and objectives

As a founder member of Headache UK, an umbrella group of the five UK headache charities, the Association has been proud to contribute to its progress. However, following a review of budget priorities we resigned from this group in June 2009.

The Association continues to be a member of the World Headache Alliance (WHA), and maintains links with the Organisation for the Understanding of Cluster Headache (OUCH UK) and the British Association for the Study of Headache (BASH), and became an active member of National Voices.

We have actively sourced other partnerships and invited commercial companies with an interest in migraine to become corporate partners. These have included:

- Synexus, York Allergy Testing Laboratories, Mediview Lenses, Schwabe Pharma, Menarini Pharma, MSD and our ongoing relationship with Megaman, light bulb manufacturers.



**MEGAMAN®**  
Energy Saving Lamps

## Financial review and results for the year

In comparison to last year, income fell by £63,117. This was mainly due to smaller legacies being received (lower by £95,200).

Governance costs recognised in the year stand at £12,917 (£10,951 in 2009). This is largely down to the level of trustee input and support throughout the year as well as additional work performed throughout the period of infrastructure change.

At 31<sup>st</sup> March 2010 the Association had a total fund balance of £286,017 (£450,682 in 2009) of which £271,017 was in unrestricted funds.

## Future plans

The organisation's commitment to supporting the individual sufferer remains at the core of its work. Our future plans include:

- A major member recruitment and retention drive to increase our core membership;
- Creation of a new membership benefits scheme to improve the quality of membership and provide value added benefits;
- A new Head of Fundraising will, we hope, bring expertise and skills that ensure our fundraising strategy and campaign are more fruitful than in previous years;
- The Association is planning to build on the success of the launch of the Young Migraineurs Campaign by conducting a UK migraine impact and prevalence survey among school children. The questionnaire will be UK ethics approved and we anticipate that the survey results will be launched within the next financial year;
- We will continue our disease awareness work and outreach programme with a 8 - 10 centre series of patient meetings around the country.

The trustees are also actively encouraging applications from members to become trustees, and are conscious of the many skills that members could contribute.

1. Which gives me reasonable cause to believe that in any material respect the requirements
  - to keep accounting records in accordance with section 41 of the 1993 Act; and
  - to prepare accounts which accord with the accounting records and to comply with the accounting requirements of the 1993 Act

have not been met; or

2. To which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

**Sue Plumb ACA**  
**HW Accountants**

Old Station House,  
Station Approach,  
Newport Street,  
Swindon,  
Wiltshire.  
SN1 3DU.

Date: 9<sup>th</sup> June 2010

# Summary of Accounts

## For the year ended 31<sup>st</sup> March 2010

INCOMING AND OUTGOING RESOURCES FOR THE YEAR ENDED 31 <sup>ST</sup> MARCH 2010				
	Unrestricted Funds	Restricted Funds	Total Funds	
	(£) 2010	(£) 2010	(£) 2010	(£) 2009
<b>Incoming Resources</b>				
<i>Incoming Resources from Generated Funds</i>				
<b>Voluntary Income</b>				
Donations and similar income	90,718	-	90,718	67,448
Legacies Receivable	35,275	-	35,275	130,475
<i>Incoming Resources from Operating Activities for Generating Funds</i>				
Merchandise	7,667	-	7,667	4,773
<b>Investment Income</b>				
Investment Income	-	-	-	-
Bank Interest	3,450	-	3,450	7,319
<i>Incoming Resources from Charitable Activities</i>				
Subscriptions	69,979	-	69,979	73,139
<b>Other incoming resources</b>	<b>32,758</b>	<b>-</b>	<b>32,758</b>	<b>19,809</b>
<b>Total Incoming Resources</b>	<b>239,846</b>	<b>-</b>	<b>239,846</b>	<b>302,963</b>
<b>Resources Expended</b>				
<i>Cost of Generating Voluntary Income</i>				
Merchandise Costs	612	-	612	1,190
Investment Management Costs	-	-	-	-
Fundraising	16,703	-	16,703	5,668
	<b>17,314</b>	<b>-</b>	<b>17,314</b>	<b>6,858</b>
<b>Charitable Expenditure</b>				
<i>Costs of Charitable Activities:</i>				
Projects	84,244	-	84,244	63,271
Grantmaking	17,824	-	17,824	21,805
Information and Support	178,105	-	178,105	248,339
Awareness Raising	55,994	-	55,994	64,600
Support Costs	38,112	-	38,112	28,623
Governance Costs	12,917	-	12,917	10,951
	<b>387,196</b>	<b>-</b>	<b>387,196</b>	<b>437,589</b>
<b>Total Resources Expended</b>	<b>404,511</b>	<b>-</b>	<b>404,511</b>	<b>444,447</b>
<b>Net Outgoing Resources for Year</b>	<b>(164,665)</b>	<b>-</b>	<b>(164,665)</b>	<b>(141,484)</b>
Gain/(Loss) on Investment Assets	-	-	-	16,816
<b>Net Movement in Funds</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>(124,668)</b>
<b>Brought Forward Funds at 1 April 2009</b>	<b>435,682</b>	<b>15,000</b>	<b>450,682</b>	<b>575,350</b>
<b>Carried Forward Funds at 31 March 2010</b>	<b>271,017</b>	<b>15,000</b>	<b>286,017</b>	<b>326,014</b>
<b>BALANCE SHEET AT 31<sup>ST</sup> MARCH 2010</b>				
<b>FIXED ASSETS</b>	<b>(£) 2010</b>		<b>(£) 2009</b>	
Tangible		21,890		30,193
		<b>21,890</b>		<b>30,193</b>
<b>CURRENT ASSETS</b>				
Deposits	200,000	-	-	-
Debtors and prepayments	20,292		23,497	
Cash at Bank and in Hand	58,781		426,103	
	<b>279,073</b>		<b>449,600</b>	
<b>CREDITORS - Amounts Falling Due Within One Year</b>	<b>(14,946)</b>		<b>(29,111)</b>	
<b>NET CURRENT ASSETS</b>		<b>264,127</b>		<b>420,489</b>
<b>NET ASSETS</b>		<b>286,017</b>		<b>450,682</b>
<b>FUNDS</b>				
Restricted Funds		15,000		15,000
Unrestricted Funds		271,017		435,682
		<b>286,017</b>		<b>450,682</b>